AIGETOA SUGGESTIONS FOR EB SEGMENT - POST REVIVAL/VRS PACKAGE

INTRODUCTORY:

Our proposals are for the Restructuring of EB/Marketing and Transmission sector which is facing stiff competition from its rivalries selecting the right architecture and understanding the operating scenario is significant to create a product that is really optimized for performance, requirements, price and reliability which expecting from a service provider. So BSNL Should groom as Complete Enterprise Business Solution Provider than a bandwidth provider or a Technology provider.

Our Suggestions are categorized in to

Branding of EB with a brand name which gives a feel of a distinctive competency to BSNL EB and making our EB Business Stand out from the rest of our services is required and we suggest it should be renamed as **BSNL Business Solutions/Enterprises Business Solutions** . For delivering World Class State of the Art EB services to our esteemed Enterprise Clients, network must have seamlessly implemented with

1) Cutting Edge & Technology driven
2) Fault Tolerant
3) Scalability
4) QoS Assured
5) Security

Briefly identified and classified EB into three areas of division

I. Core/Technical
II. Hierarchy/Internal Structure/CRM
III. Business/Sales/Marketing/CSC/Customer Faults
IV. Broad Classification structure

I-Core/Technical

I-a) Augmenting BSNL from a Telecom Service Provider to a Data/Content/Computation Provider

BSNL has hit high time in focusing its services also to provide Data, Content and Computation to the requisite customers. The advantages are manifold in terms of business and also for bsnl in its day to day activities.

I-a(i) Data Centers and Cloud Services

Starting from Data Centers, we should start investing/planning for IaaS, PaaS and SaaS which are capable of both giving Customers and Clients with their data / storage / computation requirements. These redundant high availability multi-service capable Data centers and cloud can be not only utilized for Customer requisites but also for Internal Provisioning, Data Processing, ERP, CDR and other services also. Placement of Data centers at strategic locations can bring upon huge clients in computation and also cater the needs of the future which are BigData, Deep Learning and IoT based services.

I-a(ii) Content Provider
We have already tied up with several Content providers and Streaming Service providers for deploying VoD and TV Channels. It is to be noted that having a capable redundant Data Center with Computational Power also for Cloud computation we have all the necessary tools to become a content provider and stream channels to all our Internet Subscribers altogether. We can build the necessary Transcoder Servers at these Data Centers even by a bottom to top approach.

I-a(iii) Cloud Based Managed WiFi Services
We can deploy a cloud based WiFi services at any location based on customer demand just as we provide Internet service where the Managed WiFi Service will like a OTT based service via Internet

I-a(iv) SDN, SDWAN, Routing and Switching using NFV

The Hot Topic of all Data Service providers now is SDN (Software defined Networking) based Routing and Switching of Packets and full Virtualisation of Network Hardware using NFV (Network Function Virtualization). The advantage of having an efficient fully capable Cloud based data centers can be utilized for our whole switching and routing needs.

I-a(v) Video Surveillance and HD Conference Services
Utilising the cloud based servers and its storage for Surveillance Recording, Monitoring, and HD Conferences for Corporate Clients and meetings by Creating a fully virtualized Meeting Room and Conferences, Virtual and Distributed Class Rooms.

I-a(vi) Hosting of Dynamic DNS and Web Based hosting services and IoT Servers
We can divulge into business of Hosting Web Services and Dynamic DNS services for Video Surveillance teams and Application developers for testing deploying their services to Small Medium Scale business entities at a much competitive rates.

I-b) Full Fledged Secure and Inter-Operable Payment Gateway

We should facilitate and augment a Nationwide payment gateway services facilitating all kind of Payment Interfaces & Billing Platforms. Like UPI, Internet Payment Gateways and Credit/Debit cards. The future revenue possibilities are innumerable. As we have bank servers and networks integrated in to our network we can gain more profits and give lower gateway charges than most other Payment sites.

I-c) Improvement of our Core Network Performance Parameters

Maintaining and upkeeping the QoS of our core network by planned and routine inspection and checking of redundant links of Core and Edge Routers DR sites of mission critical servers like CDR, ERP and MSCs must be done in order to avoid down time and loss of services and thereby causing undue delay in provisioning and other commercial activities.

I-d) Conversion of all Copper based MLLN/MPLS-VPN/ILL to Fiber

Conversion of existing copper circuits to Fiber on target basis will ensure that the customer needs of bandwidth and catering of multiple services can be presented to him seamlessly immediately after the EB Marketing team assures a project will help us to complete projects as per Corporate Customers whims and fancies in weeks.

I-e) Atleast 2 Fully Owned and Managed International Gateway Presence

Our enterprise should own and maintain at least 2 highly capable and Cutting-Edge resilient International gateways so that we may not be extorted by other private players who are our direct competitors in same field. This will ensure complete independence of BSNL from any other service providers and will ensure our baby steps for future endeavour of any kind of international presence in Telecom.

MNS (Managed Network Service) partner selection on pan India basis with RF support is urgently required to grab turnkey projects. Since last two years, no MNS partner is available causing loss of crores of revenue to BSNL.

Policy / SoP for RF network to be made available in BSNL to cater the issue of circuits becoming TNF in very remote areas due to non-availability of copper and huge fibre laying cost. Rate contract for providing RF solution is urgently needed from BSNL CO.

New revenue streams like ioT, M2M communication, smart city is to be taken immediately through expert technology partners.

All government projects are to be given to BSNL on nomination basis. For BSNL, it is very difficult to get business through tender due to so many factors beyond the control of BSNL.

II. Hierarchy/Internal Structure/CRM

II-a) Enterprise Business Suggestion

II-a(i) Utilization of One Time Cost Pro Actively and Directly towards execution/provision of the Captured Business
The one-time costs remitted by customers for bulk projects should be transferred to the Circle Office from Corporate Office immediately for commissioning of circuits. This money is exclusively paid by the customer for the exclusive and additional efforts we do in completing a project. Hence absorbing it in consolidated funds and delayed payment of field in executing the projects even though the money was paid by the Customer in advance will cause us to loose business and failure in completing the project in committed time frame.

II-a(ii) A single portal for data entry must be followed
At present, EB wing has to enter customer visits, revenue details in the following portals

   i. Corporate Office EB portal

   ii. Circle office EB portal for ECT approval/discount

   iii. Project Samridhi Google sheet for customer visit.

iv.   A new intranet portal developed by Circle Office

The use of single Corporate EB portal for all entries will save time and sales details can be scrutinized correctly.

II-a(iii) The work flow for ECT approval has to be made efficient.

At present the ECT approval flow is as follows

i.   BA office - File initiated by KAM - SDE[EB] - AGM [EB] - DGM [EB/Mktg] - PGMT

ii.   Circle Office - JTO/SDE [EB] - AGM [EB] - DGM [EB] - ECT Meeting comprising of GMs and DGMs - DGM [Fin] - GM[EB] - PGM [Fin] - CGMT

iii.   In some cases, the approval has to be obtained from Corporate office in which case the delay will be around 4 to 5 weeks.

Instead of physical file movement, if the e-file / e-office system can be implemented, it will reduce the delay and customers can be offered the discounted rates immediately.

II-a(iv) The EB wing is to be restructured as follows.

EB team in each circle needs to be strengthened properly by deploying smart knowledgeable officers with attracting personality in EB sales and CRM unit. Priority to EB customer needs to be given for uninterrupted service on 24X7 basis with the support from transmission team or if required, through outsourcing.

a.   **Sales team**
   i.Should include KAMs [JTOs/SDEs] headed by AGM.
   ii.For exclusive customer visits and grabbing business.
   iii.One executive in this team should be earmarked for participating in all tenders. At present even Govt. customers are availing telecom services through tenders.
   iv.Sales team should be responsible for submitting proposals to and collecting application forms from the customer.

b.   **Execution team**
   i.Should comprise of JEs/JTOs/SDEs headed by AGM.
   ii.Responsible for collecting application form from Sales team and issuing orders.
   iii.Responsible for getting ECT approval for discounts from competent authority.

iv.Responsible to issue demand notes for new customers.
v.Responsible to ensure service is delivered to the customer
vi.Execution of all EB orders, especially CUG, Retail SMS, to be made

c.   **Retention Team**
   i.Should comprise of JTO/SDE/AO[EB] headed by AGM
   ii.Responsible for collecting feasibility reports from the field.
   iii.Responsible for customer retention
   iv.Responsible for issuing demand notes and settling billing issues of existing customers.
   v.Responsible for EB fault management.

II-a(v)An exclusive Accounts Officer should be posted in EB wing for issuing demand notes, settling billing issues and all other billing related issues.

a.   Many of the outstanding payments in respect of Leased Lines are dues to billing disputes.
b.   Almost all CUG customers have billing issues.
c.   If these are settled promptly, business and revenue realisation will increase.

II-b) Unifying Transmission NIB and Switch Related activities with advent of NGN Switches for better Co-Ordination and Resolution

With the advent of Staff crunching and a lot of unwanted delays and communication gaps can be avoided if the activities of NIB, Switch In charges and Transmission are considered as a core team. As they provide the necessary telecom infra and Support for our basic Vertical CM, CFA and EB. A better coordination among these will avoid the much unwanted delays in handling various assets for provisions and handling of equipments.

II-c) Role of EB Section in providing Cisco training to engineering students and Digital Hub

If BSNL starts cisco related courses to engineering students it can reap profits and
BSNL branding will be boosted.
Resources for the project:
In almost every SSA cisco 2841 series router is available (more than 5 numbers) and 3600 series switches and it will be with NIB or at the OCB or MBM Main switch connected to CDR BILLING.
After the NGN Conversion, these routers are about to scrap. With Zero Cost we can start localized training

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Beneficiaries:

1. Engineering students/Academicians/Professional employees who want to upgrade proficiency in telecom field.
2. BSNL executives will be technically upgraded as they are the coaches.
3. Technical Lab for our own employees.
4. If BSNL executives are cisco certified (Professional ,Expert level), BSNL can purchase

Cisco products at discounted price, thus more and more certified people increases the buying

capacity of BSNL at discounted price

HR requirement:

1. In BSNL most of the executives were completed CCNA . They can be selected as an instructor.
2. Voluntary options can be called among executives (SDE/JTO level), they can be trained

or they can themselves learn through Cisco net-academy or web portal or at

https://www.udemy.com/courses/search/?src=ukw&q=ccna
https://learningnetwork.cisco.com/welcome#certtrain

3. BSNL can help by providing half of the amount required for appearing exam.

The amount can be paid after passing the cisco exam.
4. Cisco certifications will be changing from FEB24,2020 and need not re-certify every

3 years as in the past, but to update with their resource centers.

(we can add more points)

Roll out:

EB can target colleges, leads can be generated through web portal and courses can
Be given FIFO basis.

III. Business/Sales/Marketing/CSC/Customer Fault

III-a) CSC and Customer Relation Suggestion

III-a(i) Outsourcing of CSC Activities for Professional Team for a Period of 3 Years

All Major and CSCs to be Outsourced to Private agencies for better customer experience and New Gen updated and uniform international feel and experience to all our customers irrespective of the location and region. The design/layout should be framed and maintain for each CSC by the agency with approval of the circle team. For making the experience uniform across the nation an All India EoI may be raised by corp office

III-a(ii) Bill Payment and SIM Creation Platform

Our present CSCs must have a dedicated and fully reliable Payment system and Sim provisioning platform for fast and hassle free experience for the customers. An Accounts Officer / SDE should handle all Class A and Prime Located CSC of Class B Cities and Head offices and Regional Offices of Class C cities with all CSCs under their jurisdiction for resolving Bill and technical related issues

III-a(iii) Franchisee and Retail management to be assessed and resolved by Circle team

All Franchisees and Retail management should under Circle Level for speedy resolution of Accounts related issues as they are premium sellers of ours delay should be avoided and resolution of issues should be given top priority and avoid delay by the highest authority.

III-a(iv) TIPs and Exchange Work Contractors should manage CSCs also

All our exchanges area can be lent out for lease and execution of maintenance and provision works for TIPs/LCOs and the agreements should also cater for an exclusive CSC management also for bill payment and Order Generation

III-b) Whatsapp Based Bill Pushing and Account detail Pushing

Our CRM and Mobile billing systems should be able to push Whatsapp Messages and if no Whatsapp the normal messages and mail to the respective customers updating their payment status and Bills in PDF format. Also formats for PLAN change and various service requests may be done via whatsapp like in message format we do for activation and deactivation of VAS services. An app may be developed for existing apps may be utilized fully for giving correct bill and payment in a smooth and hassle free way.

III-c) An All-In-One purely Mobile Based CAF Application for PrePaid

Most of our Pvt operators use Mobile based apps for taking Photo and a filing CAF using a local PC in their LAN and authorize the APP for AADHAR finger print

authorisation and giving SIMs and activating the SIM in under 15min. It will enable all our franchisees and SIM sellers to be virtual selling points at anywhere and any time. This APP manages the Creation, Recharges, Operator to Franchisee Accounts and Offer selections etc.

All the major services should be billed in Pre-paid to the maximum extent possible. we can serve only to needy and it would lighten Accounting work and Administrative Over head to very minimum. It's to be noted that BSNL's performance recovery of outstanding Bills is very poor; such a burden could be reduced further with Pre-paid services.

Introduction of the minimum ARPU plans & Tariff war has triggered some reduction in revenue. Hence most of the plans may be aimed as annual or Half yearly plans , which may create loyal customers as it happens with other private operators / cable TV operators . Launch minimum recharge packs in select markets to weed out marginal customers

IV) EB Broad Classification structure

ENTERPRISE BUSINESS -is THE FUTURE OF TELECOM BUSINESS AND HAS TO BE SPECIFICALLY DESIGNED TO ENSURE COMPLETE SOLUTION TO Enterprise Houses. This Can be broadly DIVIDED IN TO

IV-I) *8 SUB CATEGORIES*.

1. CORPORATE LEASED CIRCUITS
2. CORPORATE LANDLINE
3. CORPORATE MOBILE
4. CORPORATE DATA SOLUTIONS
5. CORPORATE LEASE/ RENT (TOWER, BUILDING, SPACE, BW ETC.)
6. CORPORATE MARKETING
   A. CORPORATE TIE-UPS AND JOINT VENTURES
   B. CORPORATE PSU DESK
   C. CORPORATE CENTRAL/STATE GOVT. DESK
   D. CORPORATE NEXGEN SOLUTIONS (LIKE DATA CLOUD, SI, ITES ETC.)
   E. CORPORATE TRUST (FOR VALUED CORPORATE CUSTOMERS HAVING GOOD TRACK RECORD)
7. TRANSMISSION PLANNING AND IMPLEMENTATION (*CRITICAL BACKEND*)

8. OTHER NEW TECHNOLOGY PLANNING AND DEVELOPMENT. (*CRITICAL BACKEND*)

IV-II) MANNING OF EB VERTICALS

IV-II –A) DEDICATED EB TEAM FOR

1. DESIGN, DEVELOPMENT AND PLANNING AT CIRCLE AND CORPORATE LEVEL.
2. MARKETING TEAM AT BA LEVEL, AND ALSO AT CITY/TOWN AREA LEVEL (COMPLETELY FLEXIBLE, BASED ON SIZE OF POTENTIAL CUSTOMER IN AN AREA)
3. PROOF OF CONCEPT AT CIRCLE LEVEL
4. INSTALLATION (TAKING FEASIBILITY AND OTHER CRITERIAS IN MIND) AT BA LEVEL
5. MONITORING/QoS AT ALL CRITICAL JUNCTURE/STAGE/ NODES.
6. MAINTENANCE AT NODE LEVEL
7. 24 x 7 TRANSMISSION/ NIB- MPLS TEAM TO ENSURE ROUND THE CLOCK SERVICE AT ALL NODES.

IV-II –B) DEDICATED EB CELLS For

1. CORPORATE LEASED CIRCUIT HELPDESK AT BA LEVEL.
2. CORPORATE LANDLINE/MOBILE/DATA CELL AT BA LEVEL
3. CORPORATE LEASING/RENTING CELL AT BA LEVEL
4. CORPORATE PSU HELPDESK AT CIRCLE LEVEL
5. CORPORATE CENTRAL/STATE GOVT. HELPDESK AT ALL STATE HEADQUARTERS IN CONCERNED AT CIRCLE LEVEL
6. CORPORATE NEXGEN SOLUTIONS AT CIRCLE LEVEL